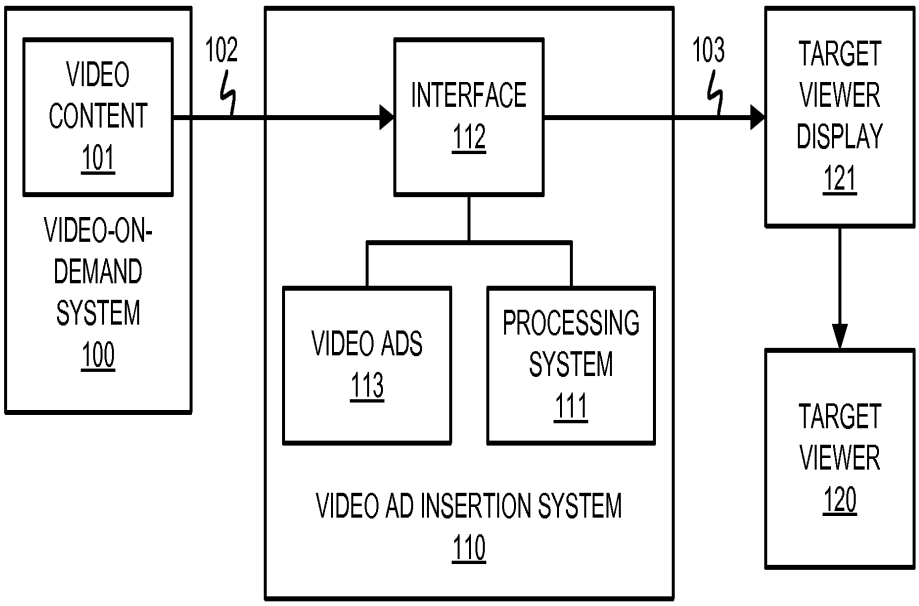
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VIDEO-ON-DEMAND SYSTEM 100
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INTERFACE 112
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PROCESSING SYSTEM 111
VIDEO AD INSERTION SYSTEM 110
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TARGET VIEWER DISPLAY 121
TARGET VIEWER 120

FIG. 1

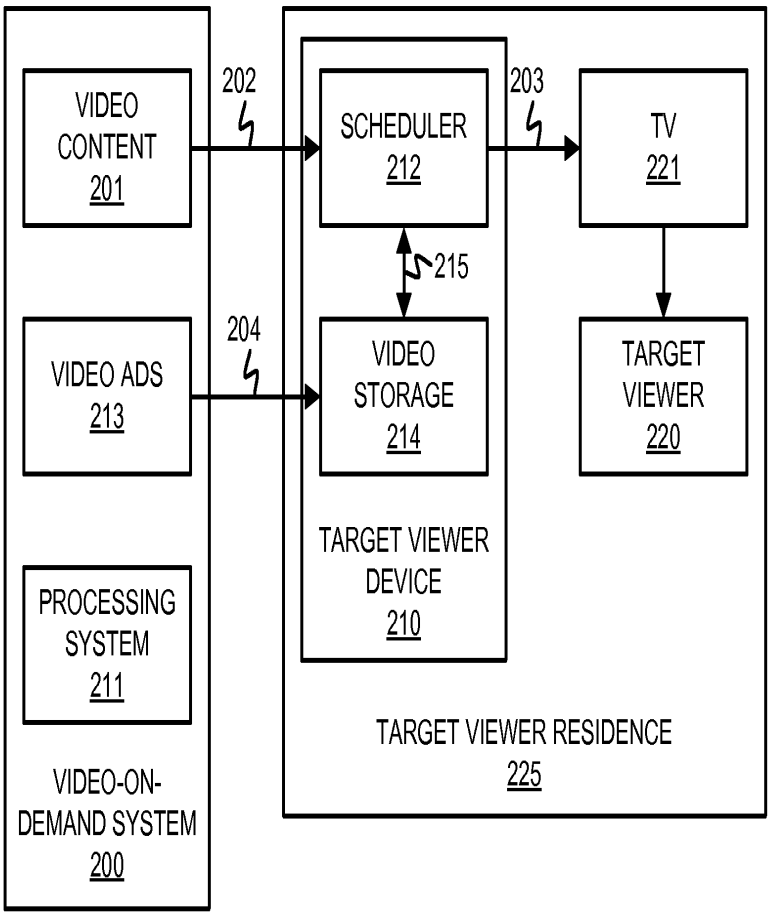
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FIG. 2

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TARGET VIEWER	VIDEO CONTENT	INSERTION POINT / VIDEO AD
V1	C1	T1/A1 T2/A2 ... TN/AN
	C2	T1/A1 T2/A2 ... TN/AN
	⋮	⋮
	CN	T1/A1 T2/A2 ... TN/AN
V2	C1	T1/A1 T2/A2 ... TN/AN
	C2	T1/A1 T2/A2 ... TN/AN
	⋮	⋮
	CN	T1/A1 T2/A2 ... TN/AN
⋮	⋮	⋮
VN	C1	T1/A1 T2/A2 ... TN/AN
	C2	T1/A1 T2/A2 ... TN/AN
	⋮	⋮
	CN	T1/A1 T2/A2 ... TN/AN

FIG. 3